## WHAT IS CLAIMED:

1	1.	A method for accessing services and applications offered by a network	
2	service provider (NSP), comprising:		
3		communicating IP packets between a service subscriber device and a server	
4	over a public	physical access transmission medium that is operated by the NSP;	
5		providing a unified interface to the service subscriber device for selecting	
6	one or more NSP services or applications;		
7		manipulating service variables associated with the selected NSP services or	
8	applications; and		
9		accessing the selected NSP services or applications, using the manipulated	
0	service variables.		
1	2.	The method of claim 1, wherein the public physical access transmission	
2	medium comprises at least one of a twisted pair wire, coaxial cable, optical fiber, and radio		
3	frequency spectrum.		
1	3.	The method of claim 1, wherein the plurality of services or applications	
2	comprises at	least one of data communications, information access, voice over IP, service	
3	management, unified communications, billing, VPN, 800-Data, on-line subscription,		
4	conferencing, calling card, unified messaging, transit carrier selection; and transport service		
5	selection.		
1	4.	The method of claim 1, wherein manipulating service variables is associated	
2	with selectin	g, changing, combining the NSP services or applications.	

The method of claim 1, wherein the variables associated with the plurality of

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services or applications are interdependent.

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1	6.	The method of claim 1, wherein the IP packets between the service	
2	subscriber dev	vice and the server are communicated via a NSP router.	
1	7.	The method of claim 1, wherein the service subscriber device runs a browser	
2	interface.		
1	8.	The method of claim 1, wherein the service variables are manipulated for the	
2	selected NSP service or application per session.		
1	9.	The method of claim 1, wherein the unified user interface provides a single	
2	password for	authenticating access to the plurality of NSP services or applications.	
1	10.	The method of claim 1, wherein the servers is a third-party service provider	
2	server.		
1	11.	The method of claim 1, wherein an IP session is realized by means of a	
2	private IP address assigned to the user device by the NSP.		
1	12.	The method of claim 1, wherein the IP is assigned by the NSP dynamically $% \left\{ \mathbf{r}^{\prime}\right\} =\mathbf{r}^{\prime}$	
2	using at least	one of an IP Configuration Protocol (IPCP) in PPP and Dynamic Host	

Configuration Protocol.